

# Empower-NextGen Participant Experience

John Borne, CRC- West Region Vice President

---

# Our Values



## **Our clients** – Our clients are why we're in business

We aim to empower them and exceed their expectations in everything we do.

Doing that takes the courage to challenge conventional wisdom and the imagination to create breakthrough solutions, services and ideas for the people who put their trust in us.

## **Our people** – We have world-class associates

To us, world class means associates who have great skills and work ethic, who welcome responsibility and who can collaborate with — and respect — colleagues from every community in the world.

## **Winning together** – We work to win — together

We have a passion for helping clients and partners in reaching their goals. We win by delivering the results they need. Our associates seek rewarding careers doing work they can be proud of.

And all of us aim to deliver profitable growth to our shareholders. We are building on a proud legacy to achieve an even brighter future.

## **This is our company**



---

# Stability and scale lead to positive momentum

**2<sup>nd</sup> largest  
recordkeeper**  
based on total participants<sup>1</sup>

 Serves more than  
**30,000**  
Plans and nearly  
**8 million**  
participants<sup>2</sup>

Record keeps more than  
**\$400  
billion**  
in assets for client  
retirement plans<sup>2</sup>

<sup>1</sup> Plansponsor Magazine 6/2015. Information refers to all retirement business of Great-West Life & Annuity Insurance Company and its subsidiaries; <sup>2</sup> Empower Retirement 6/2015

# Pie Charts vs. Pay Checks



TRADITIONAL APPROACH:  
TOTAL PLAN BALANCE

ESTIMATED GOAL

**\$1,500,000**

CURRENT BALANCE

**\$63,452**

OUR APPROACH:  
MONTHLY INCOME

ESTIMATED GOAL

**\$4,200**

CURRENT MONTHLY INCOME

**\$3,400**

For illustrative purposes only.

# A Homepage that provides a clear view of projected income in retirement



- Focused on income replacement
- Suggested next step to increase savings
- Proactive, personalized next step messaging
- Investment guidance and advice with a link to managed account provider
- Full integration of multiple retirement plans

# An experience proven to drive higher savings rates

Immediate action leads to better long-term success

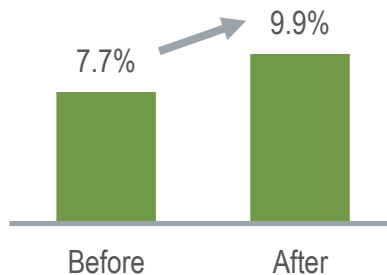
## OUR APPROACH HAS GENERATED RESULTS

**35%** of participants change their deferral rate

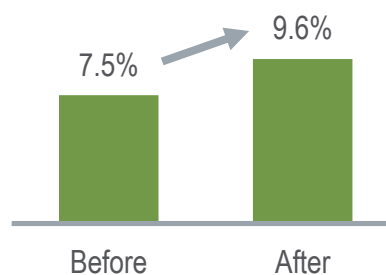
**25%** is the average deferral rate increase

## KEY FEATURES MOTIVATE EVEN HIGHER SAVINGS RATES

Health Cost Estimator



“How do I compare?”



Based on Participant website usage data for the period 1/1/13–12/31/13; users are defined as participants who logged on to the website and moved the deferral rate slider at least once.

Results based on over 8,000 participants who accessed the Health Cost Estimator during 2013; “How do I compare?” results are from launch 4/11/14–5/8/14.

# Market trends

## Investment

- White labeling of funds
- Streamlining of menus
- Fee leveling / zero rebate funds
- Usage of CIT and separate accounts
- Custom TDFs
- Annuity products
- Guaranteed Lifetime Income Solutions
- Investment advice

## Plan Design

- Adoption of auto-suite
- Addition of Roth source
- Reduced DB plan formulas
- Consolidation of 457b Providers
- More cities and states evaluating and adopting DB/DC hybrid plan, with a mandatory DC component
- Financial wellness focus

## Industry

- Record keeper consolidation
- Fee compression
- More local governments are purchasing retirement benefits through State sponsored 457(b) plans
- States sponsoring solutions for private sector workplace savings coverage



**EMPOWER**

RETIREMENT™